

# IRON COUNTY TOURISM PROFILE

County Indicator	2005	2006	2007	% Change 2006-2007	State Ranking
<b>DEMOGRAPHIC</b>					
Population	41,397	43,424	44,813	3.2%	9
Total Non-Ag Employment	15,809	16,801	47,037	180.0%	7
Non-Ag Avg Monthly Wage	\$1,913	\$2,056	\$2,170	5.5%	22
Per Capita Income	\$21,479	\$21,602	\$21,904	1.4%	25
Unemployment Rate*	3.8%	2.8%	2.7%	-3.6%	12
<b>SPENDING &amp; EMPLOYMENT</b>					
Spending by Travelers (Millions)	\$96.3	\$96.7	\$104.6	8.2%	9
Travel & Tourism Related Employment	1,592	1,537	1,550	0.8%	9
<b>TOURISM TAX REVENUES (000s)</b>					
Local Tax Revenues from					
Traveler Spending	\$3,097.7	\$3,140.9	\$2,600.6	-17.2%	8
Transient Room Tax	\$531.7	\$548.9	\$882.7	60.8%	9
Restaurant Tax	\$407.4	\$465.5	\$493.3	6.0%	8
Car Rental Tax	--	--	--	--	--
Gross Taxable Retail Sales (millions)	\$597.1	\$673.9	\$680.5	1.0%	9
<b>REGIONAL VISITATION COUNTS</b>					
I-15 UT/AZ Traffic Count	7,971,600	8,004,450	8,214,235	2.6%	
Zion N.P.	2,586,659	2,514,490	2,657,280	5.7%	
Bryce Canyon N.P.	1,017,680	890,673	1,012,562	13.7%	
Quail Creek S.P.	165,702	108,482	112,534	3.7%	
Cedar Breaks N.M.	505,046	453,382	515,339	13.7%	
Grand Staircase-Escalante N.M.	613,228	695,866	708,362	1.8%	
Snow Canyon S.P.	200,562	255,643	385,963	51.0%	
Utah Shakespearean Festival	135,482	140,000	126,000	-10.0%	
Minersville S.P.	NA	NA	NA	N/A	
Iron Mission S.P.	13,176	18,498	15,853	-14.3%	

\* Several Counties have identical Unemployment Rates

r = revised

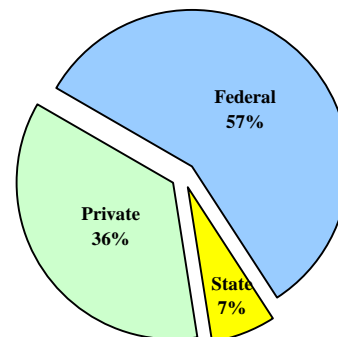
Land Ownership - 2007	No. of Acres	% Total
<b>Total Acres in County</b>	<b>2,112,651</b>	<b>100.0%</b>
<b>Federal Government</b>	<b>1,215,132</b>	<b>57.5%</b>
BLM	963,303	45.6%
US Forest Service	242,978	11.5%
National Parks	8,851	0.4%
National Wildlife Service	--	--
Other •	--	--
<b>State Government</b>	<b>141,025</b>	<b>6.7%</b>
Utah State Parks & Recreation	231	0.0%
Utah State Wildlife Reserves	8,069	0.4%
State Trust Lands	132,725	6.3%
Other ••	--	--
<b>American Indian</b>	<b>2,503</b>	<b>0.1%</b>
<b>Private*</b>	<b>754,198</b>	<b>35.7%</b>

• Includes Military and Bankhead Jones land

•• Includes State Sovereign and UDOT land

\*May include some local government land

Land Ownership - 2007



# Iron County Tourism Profile

